

## Reflections

Tuesday, July 14, 2020

### **Congratulations!**

Bob Holbrook, our Director of Innovation, has moved from part-time to full-time with the Monroe Institute starting Monday, July 13. With the anticipated expansion of our Monroe Online Division, we will keep him busy!

Bob became an Outreach Trainer in 1997 and a residential trainer in 2001. Bob was hired February 20, 2012, as Assistant to Director of Technology reporting to Skip Atwater. He was hired to learn SAM technology and create SAM exercises. What Bob didn't know was that Skip was planning to retire and months later Bob became Director of Technology, taking Skip's job. Scooter changed Bob's title to Director of Innovation in 2016 to acknowledge the broader scope of his work.

### **It's not a bad case of the flu**

Carol Monroe sent me this short article on the devastation that COVID-19 does to the human body. Considerably more than the common cold or flu. Best to be informed.

<https://www.advisory.com/daily-briefing/2020/06/02/covid-health-effects>

### **New Harvard COVID-19 Hot Spot map**

[https://lifesacker.com/this-map-from-harvard-will-show-you-all-the-covid-hotsp-1844344599?utm\\_source=lifesacker\\_newsletter&utm\\_medium=email&utm\\_campaign=2020-07-12](https://lifesacker.com/this-map-from-harvard-will-show-you-all-the-covid-hotsp-1844344599?utm_source=lifesacker_newsletter&utm_medium=email&utm_campaign=2020-07-12)

### **Great info on the importance of masks**

<http://www.healthdata.org/covid/updates> (short section towards the beginning of article)

(lots of other great data – long article)

### **From Romania (edited)**

"Dear Carol,

I am glad you enjoyed my last material sent to you and thank you for asking about our health. Yes, we are ok. Thanks God. I hope the same is true for you and your family.

I just finished today's session of our Romanian Outreach Chapter (ROC) and I am glad to announce that the attendance was again a good one, varying between 76 and 72 participants. Two weeks before, we had again between 73 and 69 participants.

What is encouraging for me is the number of new arrivals, more than 10. This means there are 60 participants who are coming regularly and with pleasure. They disseminated the news about ROC and so the considerable number of new arrivals is maintained.

Looking forward to hearing from you, all the best and take care.

Blessings,

Petru”  
(our 83 yr old OT and Chapter Leader in Romania)

## **Results of board meeting**

### **Reopening**

We will reopen when participants can feel safe and they can have a meaningful experience (it's about them)

Aspirational reopening goal: Jan 1. We will reopen earlier if we can meet the above.

### **Hospitality staff**

They have been placed on furlough. In Virginia, that means they are still employees.

They will be able to collect unemployment. We will continue to pay our portion of their benefits.

### **Nonprofit board consultant**

The board is inviting in a nonprofit board consultant to help with our growth as a board in times of COVID-19.

### **Board officers**

Board members elected to positions:

Chair: Janet Reed

Treasurer: Ester du Toit

Secretary: Angie Smith

E.D. & President: Scott Taylor

### **Budgets**

Rest of the year: will be approved by board on August 6.

Next year, 2021: will be approved by board in November meeting

### **Thank You**

Tom and Lori made wonderful presentations to the board on budgeting and fundraising.

### **MAS (Monroe Audio Support)**

The board had two excellent presentations by Bob on the advancements in MAS. Board is behind launching these innovations in the near future. They were impressed with these points

- Safety
- Efficacy
- Comfortable
- We're the experts in sound technology
- We are backed up by research
- We have the same goals as Bob Monroe: MAS is a better way to get there.
- We don't knock hemi-sync (the technology and company) or our lineage to the past

**Online Division**

The board was fully behind creating a permanent online division. From here on out Monroe will offer both residential and online courses.

They were very impressed with the survey results from the first two courses-GV & CP. (MC2 wasn't available yet.)

**Courses**

Our product mix will include many types of offerings: Virtual Retreats of various lengths and asynchronous courses with and without trainer involvement. Experimentation will be important in our future as we find the right offerings to appeal to our various market segments.

**New Products**

When we create new products for the market, we will be using MAS technology.

**Adapted Products**

When we adapt or "polish" old courses, we may use MAS technology or Hemi-Sync (or our binaural beat) technology, depending on which one serves the participant best.

**News of note**

Born 3 lbs 1 oz, Porter is now gaining 2 oz a day and yesterday my grand nephew passed his "car seat test." At 4 lbs 10 oz. he went home with Mom and Dad this morning. Mom says he now has "chubby" cheeks.

Henry the bear has not appeared at our home in a week. Placing the grill in the garage did the trick. One unanticipated benefit is that we have the best smelling garage EVER!

See you Wednesday,  
Scott